Entrepreneur vs Entrepreneurial

**Entrepreneur** - \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Entrepreneurial** - \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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## Jim owns a small clothing store in Regina. He gave up his full time job as a manager at a corporation to open up his clothing store and invested all of his savings. Jim makes all of the decisions for his store, from what colour to paint the walls, to how many pairs of men’s jeans to order, to how to advertise his store.

## Jim is an \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## Joe works as an accountant for a corporation and does not enjoy his job. He has a deep love for coffee and believes he brews the best coffee around. Joe is tired of not having such great coffee easily available for a reasonable price. Starbucks is too expensive and Tim Hortons is not good coffee. Joe notices that the community he lives in does not have a local coffee shop. This would be a great opportunity for Joe.

## Joe is an \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Taking Risks

* What is Risk? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* What is one risk you have taken in your life?

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* What is incentive?

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* What was the incentive relating to the risk you mentioned above?

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What do you predict will happen when an entrepreneur perceives that the risk outweighs the incentive?

What do you predict will happen when an entrepreneur perceives that the incentive outweighs the risks?